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**The Charlotte Observer**

The only morning daily paper published in the State west of Raleigh and North of Wilmington. Its circulation, size and usefulness are beyond question during the winter months, and it only reaches most of the Merchants of Western North Carolina, thus offering an unobstructed medium of communication between the Merchants of Wilmington and the people of Western North Carolina.

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 HICKORY, N. C.

Is the only paper published in Catawba County, and is the only one in the whole State except Charlotte, Farmington and



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